MAIL TO: Office of the Attorney General Registry of Charitable Truets P.O. Box 903447 Sacramento, CA 94203-4470

STREET ADDRESS: 1300 | Street Sacramento, CA 95814 Telephone: (916) 323-5079

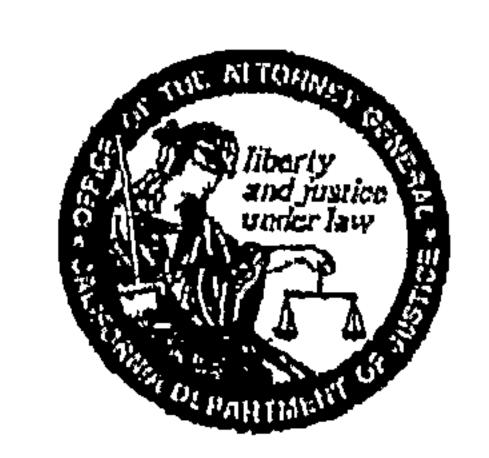
WEB SITE ADDRESS: http://ag.ca.gov/charitles/

COMMERCIAL FUND-RAISER FOR CHARITABLE PURPOSES

2003 ANNUAL FINANCIAL REPORT (California Government Code Seption 12589)

Failure to file annual financial report by January 30 annually for each calendar year of solicitation may result in fines or filing penalties as defined in Government Code Section 12586.1

An annual financial report must be filed for each event for each charity solicited for during the previous calendar year.



Name and Address of Commercial Fund-raiser: The Heritage Company, Inc.	109	Name and Address of Charltable Organization: CT No. 078438 F.E.I.N. No. 58-1642982			
2402 Wildwood Avenue, Suite 500		Children's Wish Founda	Children's Wish Foundation International		
Sherwood, AR 72120		Name of Charity 8615 Roswell Road Address of Charity Atlanta, GA 30350			
	•				
		City, State, and ZIP Code of Charity			
Figures from (check one): National Campaign	California Campaigr	1 X			
Telemarketing	held (on) (from) $\frac{1/1}{2}$	/03	, to		
(Type of Activity)	, , , , , , , , , , , , , , , , , , ,	(Date or dates must be shot	wn)		
Is the contract between the commercial fund-raiser at	nd charity based upon a fe	e or percentage of revenue? (check	one) Fee Dercentage -		
1. REVENUE	•		P		
A. Cash contributions			A.		
B. Entertainment sales or admission charges			B.		
C. Sales from products			C.		
D. Advertisement sales			D.		
E. Membership fees			E.		
F. Other sources: (Specify)					
٨.		·	Fa.		
b.			Fb.		
C.	4+		Fc.		
d. ·		······································	Fd. \$135,047.00 G		
G. TOTAL REVENUE			φ155,047.00 G.		
2. EXPENSES See attache	d itemization				
A. Fees or commissions		**************************************	A.		
B. Salaries			B.		
C. Payroll taxes			, C.		
D. Employee benefits			D.		
E. Cost of merchandise for resale			E,		
F. Cost of entertainment			, F.		
. G. Postage			, G.		
H. Advertising			, H.		
i. Telephone			,) ,		
J. Rental of equipment			, J.		
K. Facilities charge			. К.		
L. Permits			, L,		
M. Other expenses: (Specify)					
8,			Ma.		
b.			Mb.		
G			_ Mc.		
d			Md.		
N, TOTAL EXPENSES			\$96,014.26 _{N.}		

COMMERCIAL FUND-RAISER FOR CHARITABLE PURPOSES 2002 ANNUAL FINANCIAL REPORT

(California Government Code Section 12599)

Page 2

		**	 -		
. Amount to Charity (subtract line 2N from line 1G)	\$39,032.74 ₃ .	\$39,032.74 3. 0 4. 0 5. \$39,032.74 6.			
Less additional fund-raising expenses paid by char	<u> </u>				
Less fair market value of goods and/or services us	<u> </u>				
Net proceeds realized by charity from the campaig	\$39,032.74 6.				
(a) Does any officer, director, partner or owner of organization for which the Commercial Fund-rate [] Yes [] No [f"yes," complete the	alser has contracted to solicit?	control over, directly or indirectly, the charitable			
Name of officer, director, partner or owner of Commercial Fund-raiser	Name and address of charitable organization	Relationship of officer, etc. To charitable organization	• · · · · · · · · · · · · · · · · · · ·		
		•			
(b) For each affiliation identified in 7 (a), attach co	py of the contract between the commercial fundraiser	and the charity.	•		
Indempenalties of perjury, I declare that I have examin and moving and belief, it is true, correct and complete.)				
Signature of authorized officer (Commercial Fund-raise		retary/Treasurer 1/22/C			
This report must be signed by two officers or directors	of the charitable organization for verifying the distributi	ΣΠ,			
Signature of authorized officer/director (Charity)	Printed Name		4/04 ate		
Pionstrie or structure courcellater (Custri)	LINDA DOZORE		. / 84		
Signature of authorized officer/director (Charlty)	Printed Name		ate		

CAMPAIGN FINANCIAL REPORT

THE HERITAGE COMPANY	
(Name of Professional Solicitor)	(Registration Number)

CHILDREN'S WISH FOUNDATION, INC. - CALIFORNIA

(Name of Charitable Organization or Sponsor)

For the period beginning 01/01/03 through 12/31/03

GROSS REVENUE	135,047.00			
EXPENSES SALARIES, WAGES, COMMISSIONS PROMOTIONAL FEES POSTAGE TELEPHONE RENT SUPPLIES	40,258.40 5,423.60 2,184.00 29,884.40 11,502.40 1,237.60			
LICENSES, PERMITS ADVERTISING ACCOUNTING/DATA PROCESSING LIST PREPARATION OTHER: TOTAL EXPENSES	2,038.40 2,548.00 14,341.60 1,128.40 110,546.80	81.86%		
Net Proceeds			24,500.20	18.14%
Amount Retained by Charitable Organization or Sponsor		39,032.74	28.90%	
Percentage of Funds Received by Charitable Organization or Sponsor (Amount Retained by the Charitable Organization or Sponsor divided by Gross Revenue)		28.90%		
Net Income/Loss (-) to THC			-14,532.54	-10.76%

1/14/2004

(pending ongoing collections & reconciliations)